



KNXV

ORDER

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Flight Dates 09/27/12-10/03/12

Contract / Revision 312935 /
Original Date / Revision 09/27/12 09/27/12
Advertiser Vote Vets Action Fund
Agency Great American Media
Buying Contact
1010 Wisconsin Avenue NW - Suite Washington, DC 20007

Product Order Sep 00:20:00
Vote Vets Action Fund Estimate # 1879
Agency Com 15% Alt Order #
Billing Contact Billing Type Cash
1010 Wisconsin Avenue NW - Suite Washington, DC 20007 Order Type GENERAL
Billing Cycle EOM/EOC Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1
Agency Ref 2 Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 138125

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	24862
KPNX	18%	24862
KPPX	%	0
KSAZ	22%	30387
KTVK	30%	41437
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	9	\$7,458.75	\$8,775.00	0.00	08/27/12	09/30/12	9	\$7,458.75	\$8,775.00
October 2012	9	\$6,630.00	\$7,800.00	0.00	10/01/12	10/03/12	9	\$6,630.00	\$7,800.00
Totals	18	\$14,088.75	\$16,575.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/28/12	09/28/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-----F--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1	\$175.00			0.00					
N 2	KNXV	10/01/12	10/03/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		1	\$500.00			0.00					



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Contract / Revision **312935** Flight Dates **09/27/12-10/03/12**Hiatus Dates

Original Date / Revision 09/27/12 / 09/27/12

Order Sep 00:20:00Advertiser **Vote Vets Action Fund**Product **Vote Vets Action Fund**Estimate # **1879**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 3	KNXV	10/01/12	10/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTW----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		1	\$500.00			0.00					
N 4	KNXV	09/29/12	09/29/12	Sa 6-7am GMA Sa 6-7am Good Morning /	CM	6am-7am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$250.00			0.00					
N 5	KNXV	10/01/12	10/03/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MTW----	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		1	\$150.00			0.00					
N 6	KNXV	09/28/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1	\$650.00			0.00					
N 7	KNXV	10/01/12	10/03/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTW----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		1	\$650.00			0.00					
N 8	KNXV	09/28/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1	\$1,200.00			0.00					
N 9	KNXV	10/01/12	10/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		4	\$1,200.00			0.00					
N 10	KNXV	09/29/12	09/29/12	PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$700.00	P-6	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$700.00			0.00					
N 11	KNXV	09/30/12	09/30/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$3,000.00			0.00					
N 12	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1	\$1,200.00			0.00					
N 13	KNXV	10/01/12	10/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		1	\$1,200.00			0.00					
N 14	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,200.00			0.00					
N 15	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$400.00			0.00					



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N15	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$400.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 18 \$16,575.00